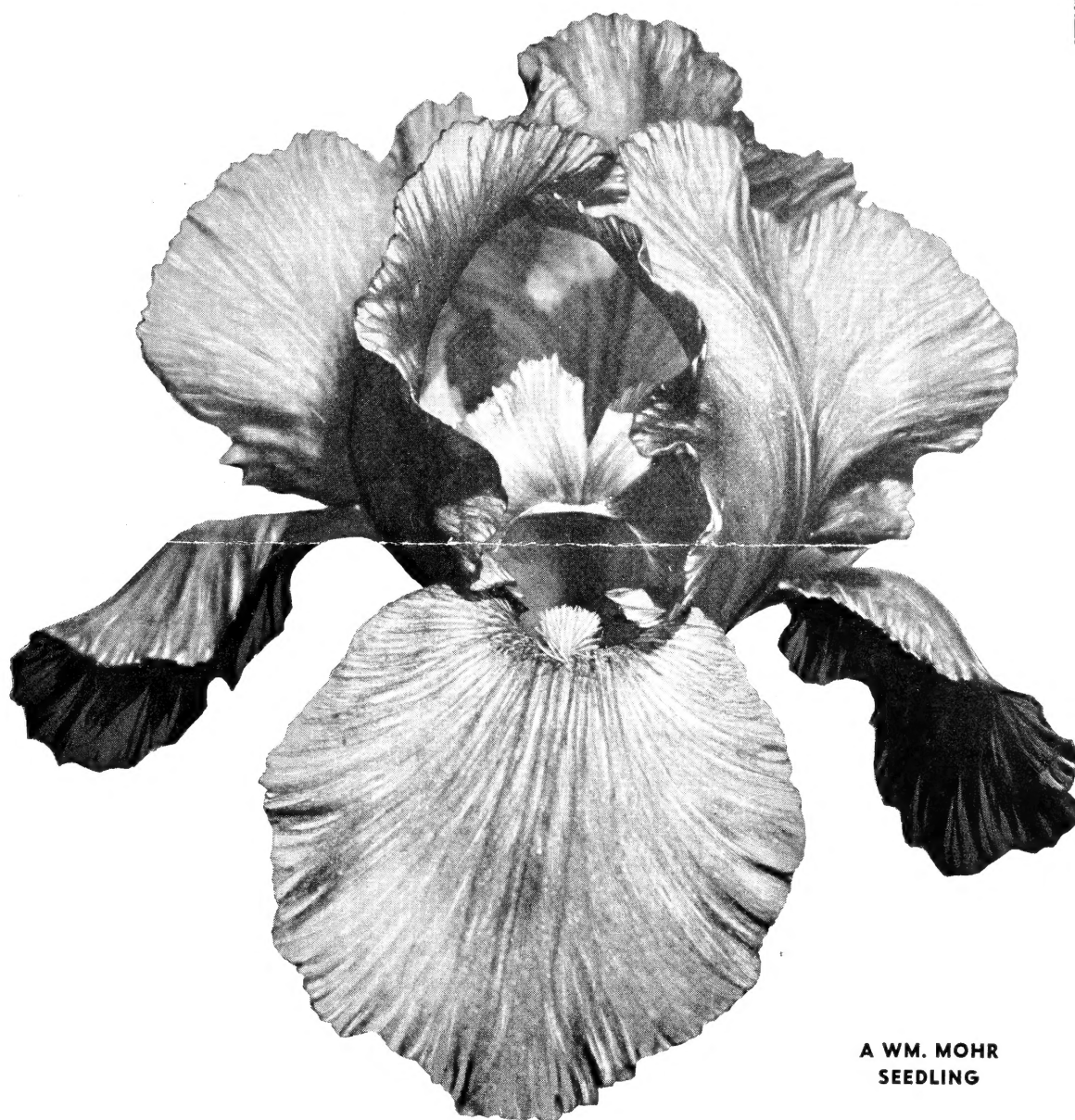


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Colossal New Iris — ELMOHR



A WM. MOHR
SEEDLING

Originated in Colorado by Dr. P. A. Loomis. Introduced 1942 at \$25.00 each.

A robust, hardy Iris with lush foliage. Blooms often 7 inches or more across. Requires no special care or handling.

Lustrous Mulberry Purple. Catches the eye. A new color break in Wm. Mohr seedlings. Highly praised by keenest of Iris lovers and judges, whom I quote from Bulletins of the American Iris Society:

One says, "A fabulous Iris if there ever was one. It still has my vote as the best new variety seen anywhere in 1942." Another says, "Elmoir was one Iris in my garden that attracted every visitor this year. It is novel, rich and full bodied. A magnificent Iris." Another, "Handsome, tall, with huge wine-red blooms." Still another, "Elmoir magnificent with its immense beautifully rounded crisp and delectable flowers."

Special Offer for 1944: Orders booked NOW for delivery in July. Price, \$10.00 each, 3 for \$25.00, prepaid. Shipment early July, 1944. (This special offer may be withdrawn after April 1st.)

ELMOHR AS AN INVESTMENT. Early orders will not only be filled with "the cream of the crop", but will also carry this special guarantee: We guarantee a healthy clump with at least 3 new divisions by summer, 1945, from each root you order before April 1, 1944.

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Our new Iris price list will be ready early June. Ask NOW (before forget) for your free copy. Long's Iris thrive in every state. Reports come back—"They're Blooming great!"

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